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AMENDMENTS TO THE CLAIMS

Please consider the claims pending in this application as follows:

1. (Currently amended) A method for profiling an-iTV users, comprising:
gathering user-requested content information from iTV interactions;
correlating content-associated profile information from a rating service with the user-requested content information; and
developing a profile of a-the user based on the content-associated profile information correlated with the user-requested content information.

2. (Original) The method of claim 1, wherein the content-associated profile information contains demographic information.

3. (Original) The method of claim 1, wherein the content-associated profile information contains psychographic information.

4. (Original) The method of claim 1, wherein the user-requested content information is a program.

5. (Original) The method of claim 4, further comprising receiving a database associating a plurality of programs with content-associated profile information of viewers of the programs.

6. (Original) The method of claim 5, wherein said database is developed by a television program ratings service.

7. (Original) The method of claim 5, wherein gathering user-requested content information comprises identifying program requests made by the user while watching television.

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8. (Currently amended) The method of claim 7, wherein developing a profile of thea user comprises combining the profiles of the programs viewed by the user to the developed existing user profile of the user using an averaging algorithm.

9. (Original) The method of claim 1, further comprising receiving a plurality of advertisements along with desired viewer profiles.

10. (Original) The method of claim 9, further comprising presenting at least one of the advertisements based on the user's profile.

11. (Original) The method of claim 1, further comprising delivering program recommendations to the user based on the user's profile.

12. (Original) The method of claim 1, wherein the user-requested content information is a program and a URL.

13. (Currently amended) The method of claim 12, further comprising receiving a database associating a plurality of programs with content-associated profile information of viewers of the programs and associating a plurality of URLs with content-associated profile information of visitors to athe URL address.

14. (Currently amended) The method of claim 13, wherein the information in the database is developed by a television program ratings service and a wWeb site ratings service.

15. (Original) The method of claim 14, wherein gathering user-requested content information comprises identifying program requests made by the user while watching television and identifying URLs requested by the user.

16. (Currently amended) The method of claim 15, wherein developing thea profile of thea user comprises combining the profiles of the programs viewed by the

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user and profiles of the URLs accessed by the user to the ~~developed~~existing~~user~~ profile of the user using an averaging algorithm.

17. (Currently amended) A set-top box ~~for profiling an iTV user, comprising:~~ including a memory for storing a program; and a processor operative with the program to perform a method for profiling iTV users, the method comprising:

~~(a)~~gathering user-requested content information from iTV interactions;

~~(b)~~correlate~~ing~~ content-associated profile information from a rating service with the user-requested content information; and

~~(c)~~developing a profile of a~~the~~ user based on the content-associated profile information correlated with the user-requested content information.

18. (Currently amended) A computer readable medium comprising instructions for performing a method of~~for~~ profiling a~~n~~iTV users, the method comprising:~~by performing the acts of:~~

gathering user-requested content information from iTV interactions; correlating content-associated profile information from a rating service with the user-requested content information; and

developing a profile of a~~the~~ user based on the content-associated profile information correlated with the user-requested content information.

19. (Currently amended) A method of~~for~~ targeted advertising, ~~to an iTV user,~~ comprising:

receiving a plurality of advertisements, wherein each ~~of the~~advertisements includes advertising information that includes~~containing~~ instructions with desired iTV user profiles for the advertisement;

gathering user-requested content information from iTV interactions;

correlating content-associated profile information from a rating service with the user-requested content information;

developing a user profile based on the content-associated profile information correlated with the user-requested content information;

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using ~~the~~a developed user profile along with the desired iTV user profiles from the ~~plurality of~~ advertisements to determine which of the ~~plurality of~~ advertisements to present to a~~the~~ iTV user as a targeted advertisement; and

presenting the targeted advertisement to the iTV user.

20. (Original) The method of claim 19, wherein the acts of receiving, using, and presenting are carried out in a set top box of the iTV user.

21. (Cancelled)

22. (Currently amended) A method of profiling ~~an~~ iTV user~~s~~, comprising:
providing profiles on a plurality of iTV programs;
monitoring which of said plurality of iTV programs a~~the~~ user accesses; and
developing a profile of the user based on the profiles of the iTV programs accessed by the user.

23. (Original) The method of claim 22, wherein the profile of the user contains demographic data.

24. (Original) The method of claim 23, wherein said demographic data includes data on the user's age.

25. (Original) The method of claim 23, wherein said demographic data includes data on the user's gender.

26. (Original) The method of claim 23, wherein said demographic data includes data on the user's income.

27. (Original) The method of claim 23, wherein said demographic data includes data on the user's highest attained education level.

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28. (Original) The method of claim 22, wherein the profile of the user contains psychographic data.

29. (Original) The method of claim 28, wherein said psychographic data includes data on the user's interests.

30. (Currently amended) The method of claim 22, wherein providing profiles on thea plurality of iTV programs comprises providing a database associating each iTVof said plurality of programs with demographic characteristics of known persons who have accessed a common set of iTV programsaccessed said sites.

31. (Currently amended) The method of claim 23, wherein said demographic datadatabase is provided by a television program ratings service.

32. (Original) The method of claim 22, wherein monitoring which of said plurality of programs the user views comprises identifying program requests made by the user while watching television.

33. (Original) The method of claim 32, wherein said program requests are identified at the set-top box of an interactive television.

34. (Currently amended) The method of claim 32, wherein said program requests are identified at anthe iTV sService pProvider point-[ ]of-[ ]presence.

35. (Currently amended) The method of claim 34, wherein said program requests are associated with thea user and stored in a database.

36. (Currently amended) The method of claim 22, wherein developing thea profile of thea user comprises updating a developedan existing user profile.

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37. (Currently amended) The method of claim 36, wherein developing thea profile of thea user comprises combining the profiles of programs viewed by the user to the existing user profile using an averaging algorithm.

38. (Currently amended) The method of claim 37, wherein thesaid user profile of the user includes data on a plurality of demographic categories, each demographic category being associated with a rating, and the method further comprises filling in a value for the rating for any demographic category having a low confidence measure.

39. (Currently amended) The method of claim 38, wherein filling in thea value comprises using an average rating of persons having similar profiles similar to that of said user for a demographic category having a low confidence measure.

40. (Original) The method of claim 39, wherein said average rating is determined using a clustering algorithm.

41. (Currently amended) The method of claim 22, further comprising erasing records of which programs said user has viewed, after developing the user's profile.

42. (Currently amended) The method of claim 22, further comprising matching selective advertising to said user based on thehis or her profile.

43. (Original) The method of claim 42, wherein delivering selective advertising comprises transmitting a pop-up advertisement to a display of a television operated by the user.

44. (Currently amended) The method of claim 42, wherein delivering selective advertising comprises transmitting a video advertisement in athe programming stream to the display of thea television operated by the user.

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45. (Original) The method of claim 22, further comprising providing program recommendations to the user based on the profile of the user.

46. (Original) The method of claim 45, wherein the program recommendations are based on viewing habits of users with profiles similar to the profile of the user.

47. (Original) The method of claim 45, wherein the program recommendations are generated upon a request by the user.

48. (Original) The method of claim 45, wherein the program recommendations are generated automatically when the user turns on a television.

49. (Original) The method of claim 45, wherein the program recommendations are presented in the form of a program guide that presents the user's favorite programs first.

50. (Currently amended) A set-top box ~~for profiling an iTV user,~~ ~~comprising:~~including a memory for storing a program~~;~~ and a processor operative with the program to perform a method of profiling iTV users, the method comprising:
~~(a)~~ monitoring which of a plurality of programs a~~the~~ user views; and
~~(b)~~ developing a profile of the user based on predetermined profiles of the programs viewed by the user.

51. (Currently amended) The set-top box of claim 50, further comprising a database associating each ~~of said plurality of~~ television programs with demographic characteristics of persons viewing said programs.

52. (Original) The set-top box of claim 50, further comprising a database in which program requests of the user and associated user information are stored.

53. (Original) The set-top box of claim 50, wherein said processor includes means for erasing records of which programs said user has viewed after developing the profile of the user.

54. (Currently amended) The set-top box of claim 50, wherein said processor further transmits selective advertising to thesaid user based on the profile of the user.

55. (Currently amended) The set-top box of claim 54, wherein said selective advertising comprises a pop-up advertisement to be displayed on an iTV of the user.

56. (Currently amended) The set-top box of claim 50, wherein said-set-top-box cooperates-with-an-iTV-operated-by-the-user-to-display-an advertisement on the iTV is sent to an iTV for display, said advertisement being selected from a plurality of advertisements based on the profile of the user.

57. (Currently amended) A computer for-profiling-an-iTV-user, comprising:having a memory for storing a program; and a processor operative with the program to: perform a method of profiling iTV users, the method comprising:
    (a) monitoring which of a plurality of programs athe user views; and
    (b) developing a profile of the user based on predetermined profiles of the viewed television programs-viewed-by-the-user.

58. (Original) The computer of claim 57, wherein said computer comprises an ISP point of presence server.

59. (Currently amended) A system for delivering selective advertising to an-iTV users, comprising:
    a database containing profile data on a plurality of iTV programs;
    means for monitoring which of-said-plurality-of-iTV programs athe user accesses;
    means for developing a profile of the user using profile data of the accessed iTV programs-accessed-by-the-user; and

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means for matching the user with an advertisement based on the developed user profile.

60. (Currently amended) A system for delivering targeted advertisements to a client iTV~~s~~ of ~~a~~-user~~s~~, comprising:

a local server computer for providing iTV access to ~~a~~the user;

a set-top box at ~~a~~the client iTV linked to the local server computer, the set-top box including means for monitoring which of a plurality of iTV programs the user accesses and means for developing a profile of the user based on predetermined profile data of iTV programs accessed by the user; and

a remote server computer linked to said local server computer and including means for providing an advertisement to a desired user based on the profile of the desired user and means for transmitting said advertisement to said local server computer for eventual transfer to the set-top box;~~and~~

wherein the set-top box further contains means for matching the advertisement with the profile of the user.

61. (Currently amended) The system of claim 60, wherein said local server computer includes a local database containing data associating the~~a plurality of~~iTV programs with predetermined profile data on the iTV programs.

62. (Original) The system of claim 60, wherein said means for monitoring comprises identifying program requests made by the user while viewing iTV.

63. (Original) The system of claim 60, wherein the set-top box further comprises means for monitoring how long the advertisement is displayed to the user.

64. (Currently amended) A computer readable medium storing instructions thereon to perform a method of~~comprising a program for~~ profiling an~~iTV~~ user~~s~~, the method comprising~~by performing the acts of~~:

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PAGE 12/26 * RCVD AT 5/16/2005 4:33:51 PM [Eastern Daylight Time] * SVR:USPTO-EFXRF-1/13 * DNIS:8729306 * CSID:+17325309808 * DURATION (mm-ss):07-20

monitoring which of a plurality of fly programs having predetermined profiles a~~the~~ user accesses; and

developing a profile of the user based on the profiles of the <u>accessed</u> ~~i~~TV programs-~~accessed by the user~~.

65. (Original) The computer readable medium of claim 64, wherein the medium comprises a removable memory.

66. (Original) The computer readable medium of claim 64, wherein the medium comprises a signal transmission.

67. (Currently amended) A computerized method of profiling ~~iTV users~~ and selectively delivering content-~~to said users~~, comprising:

providing profiles of a plurality of iTV programs, said profiles including demographic data of <u>iTV users</u>~~persons~~ known to have viewed the iTV programs;

monitoring which of said ~~plurality of~~ iTV programs each ~~of said~~ users visits;

inferring a profile of each user based on the profiles of the <u>visited</u> iTV programs ~~visited by the user~~;

identifying a target group of said users who would be receptive to receiving certain content based on the profiles of the target group; and

selectively delivering the content to users of the target group.

68. (Original) The computerized method of claim 67, further comprising adjusting the target group to optimize user responsiveness to the content.

69. (Original) A program module for a set-top box, comprising:

a sniffer for gathering user-requested content information from iTV interactions of a user;

a profiler for correlating content-associated profile information from a rating service with the user-requested content information and for developing a profile of the user; and

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a matcher for recommending content to the user based on the profile of the user.

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